

August 27, 2007

VIRGINIA MAIN STREET

ELECTRONIC NEWSLETTER



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All forms mentioned in this newsletter are attached for your convenience.

What's This?

Welcome Abingdon, Altavista, and Blackstone! We, at Frazier Associates, are following the lead of the Virginia Main Street office and will provide you with periodic e-newsletters that include design tips and reminders. We intend to cover a variety of topics—we hope will be timely—for design issues you are addressing in your communities. You may have already received the previous issues. Let us know if you do not have the following:

- What Did It Used to Look Like? Historic Downtown Building Investigation
- Signs on Virginia Main Street

If there are topics you would like to hear about, please let us know and we will do our best to include them in future issues, such as a primer on Historic Tax Credits. We appreciate your feedback regarding the usefulness of the newsletters. Remember, we are always available by phone or e-mail to answer your questions or the questions of your property owner.

Finally, being a part of the Virginia Main Street Program, as it helps to make our communities become more lively and great places to live, is a privilege we cherish. We look forward to working with you in the coming year.

Sincerely,
Kathy Frazier, Principal Architect, AIA
Susan Lancaster, Project Manager

Design Services for New Communities

July 1, 2007 - June 30, 2008

Types of Main Street Projects Eligible for Design Services

Façade Design

The primary service we offer is for the building owner. We provide schematic color renderings with detailed notes for exterior façade improvements. Our design work must be consistent with the Secretary of Interior's *Standards for Rehabilitation* and the *Main Street Approach™* since most of the buildings in your downtowns are in National Register Historic Districts.

Other Design Issues

We also provide the following assistance:

- Sign design
- Parking lot layout
- Landscaping
- Streetscape design issues
- Concepts for new infill construction.

Keep in mind that Virginia Main Street only covers conceptual or schematic design at a very preliminary level for these types of projects.

Design Considerations

For any design project we consider the characteristics of the building, its neighboring buildings, and the architectural context of the community's Main Street area. In other words, we look to the owner/tenant needs and budget, the property needs and the community needs concurrently when we address a rehabilitation project.



Contact with the Main Street Architect

Site Visits

Each of the 2007 Designated Communities will receive two (2) one-day site visits. The first visit will include meeting with the design committee to review design opportunities and issues in the community. Design manuals will be distributed at this time. The second visit will include a presentation to property owners on façade improvements and on-site consultations and follow-up façade drawings for five (5) properties. Additional community planning issues will be discussed at that time with your design committee.

Long Distance Requests for Façade Improvements

All VMS communities, including the 2007 group, will be eligible for thirteen (13) drawing slots, including façade, limited schematic site and streetscape design, and limited sign design. This is available on a first come first served basis. Fill out the [Long Distance Request Form](#) and include any other critical information, such as old and current photos. Once the form is delivered to us, we will prioritize the submitted project with you.

Assistance by Phone

Feel free to call us with questions about submitted drawings, for technical assistance on rehabilitation techniques, and for general guidance on administering a successful design incentive program. When we speak with the building owners directly, we will notify you of the discussion, so everyone is on the same page.

Façade Design Services Procedures

OK, let's get the ball rolling and visit some buildings.

But first don't forget to...

(The following is a summary of Façade Design Services Procedures found in the VMS Design Manual, which will be delivered to you at our next site visit.)

1. Keep up communication with your property owners and tenants within the designated project boundary. (Please check your maps before contacting us.) Continue to create interest in improving buildings with the free design assistance through Virginia Main Street.

2. Complete the Request for Design Assistance with the interested property owners. Ensure that the owner has reviewed the *Keeping Up Appearances* monograph and either attended the design workshop or seen the *Keeping Up Appearances* or *Signs for Main Street* slide show, whichever is appropriate, before meeting with us

3. Complete the Project Initiation Form with the property owner and send a copy to the architect. It is helpful to do this before we visit your community.

4. Prioritizing your projects will be as follows:

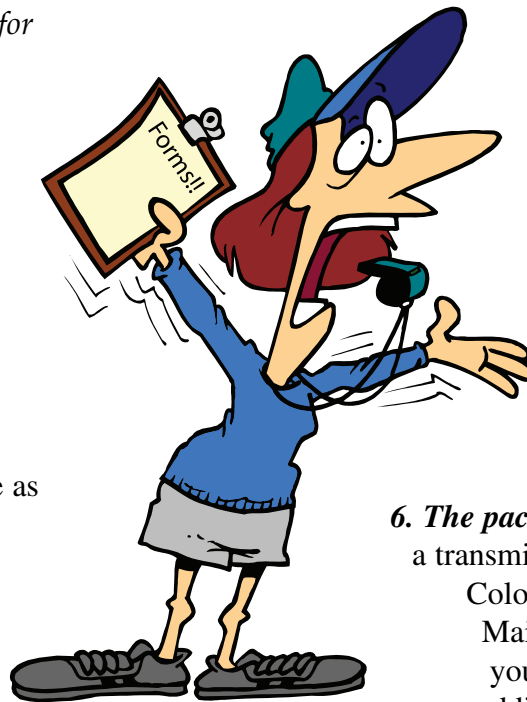
- A. Owner is about to buy paint, and contractors are building scaffolding. "Hold up! Did you know there is a free design service..."
- B. Owner wants to do work within the year, has the funds, and would greatly appreciate some guidance.

- C. Owner was kind enough to hear you out but isn't convinced that improving their building this year is a priority. Needs help visualizing.
- D. Absentee owner is impossible to contact, but if they would only consider repainting, rebuilding the storefront, etc. Also, a realtor just informed you of a party interested in purchasing a downtown building. A drawing to motivate a client towards that purchase would be helpful.

5. Start lining up buildings and owners for the second site visit with the architect which allows for meetings with you and the owners at their buildings. The architect can assess the building and the owner's intentions in an efficient and effective manner. Some issues might be resolved on the spot.

Or,

Use the Long Distance Request Form if a new project pops up or you have only one or two owners interested in services at the time of our second site visit. Your site visit slots will be reserved for your community throughout the VMS contract year. When a building owner commits to a facade improvement, complete the form with the owner after performing activities 1-4 listed above.



6. The packet of drawings will likely include a transmittal, several copies of a drawing, a Color and Material Chart, a Maintenance Checklist that refers to your Design Manual, and any additional technical information specific to the project. Ensure that a color copy of the drawings and copies of the other attached materials are added your organization's files.